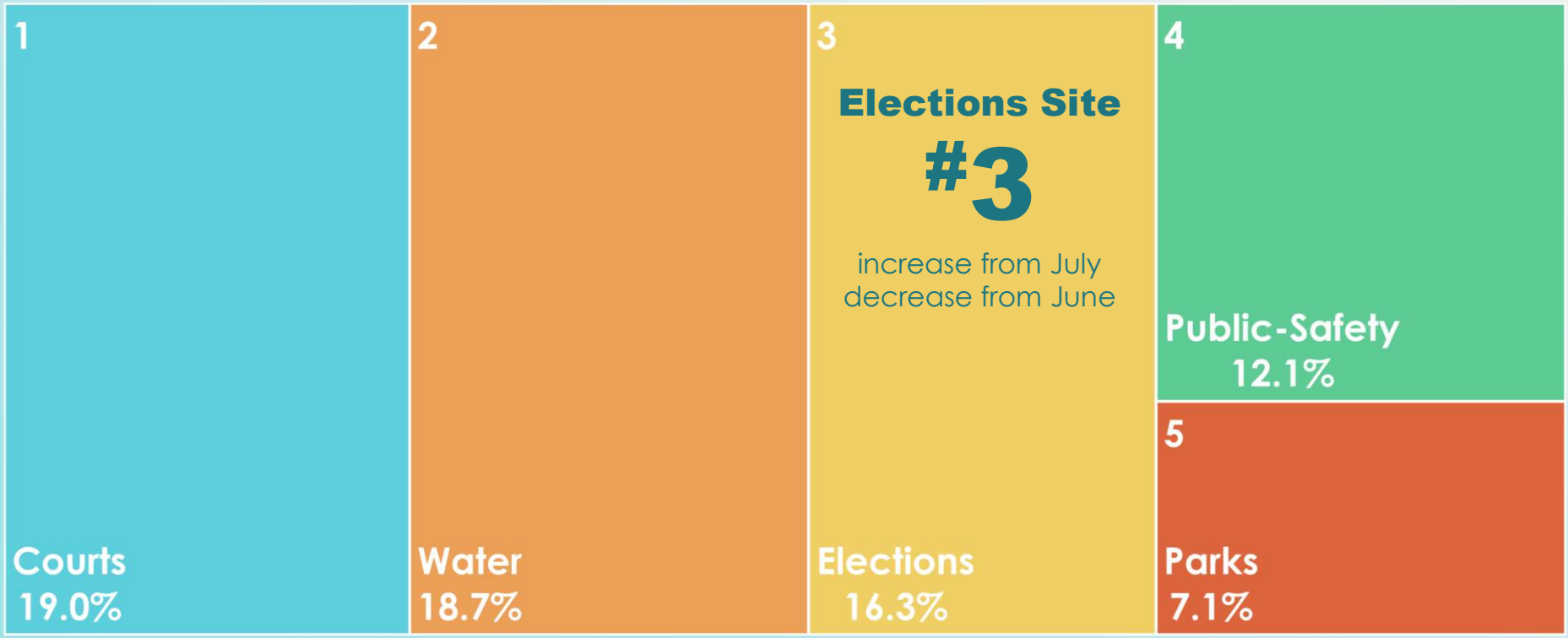
Cobb Elections Website
Sitewide Performance
August 2020

~ 20 Departments

TOP 5 DEPARTMENTS



Cobb Elections Website
Monthly Performance
August 2020

78,120
landing sessions
155% increase*
the sum of visitors directly landing on one of the Elections webpages

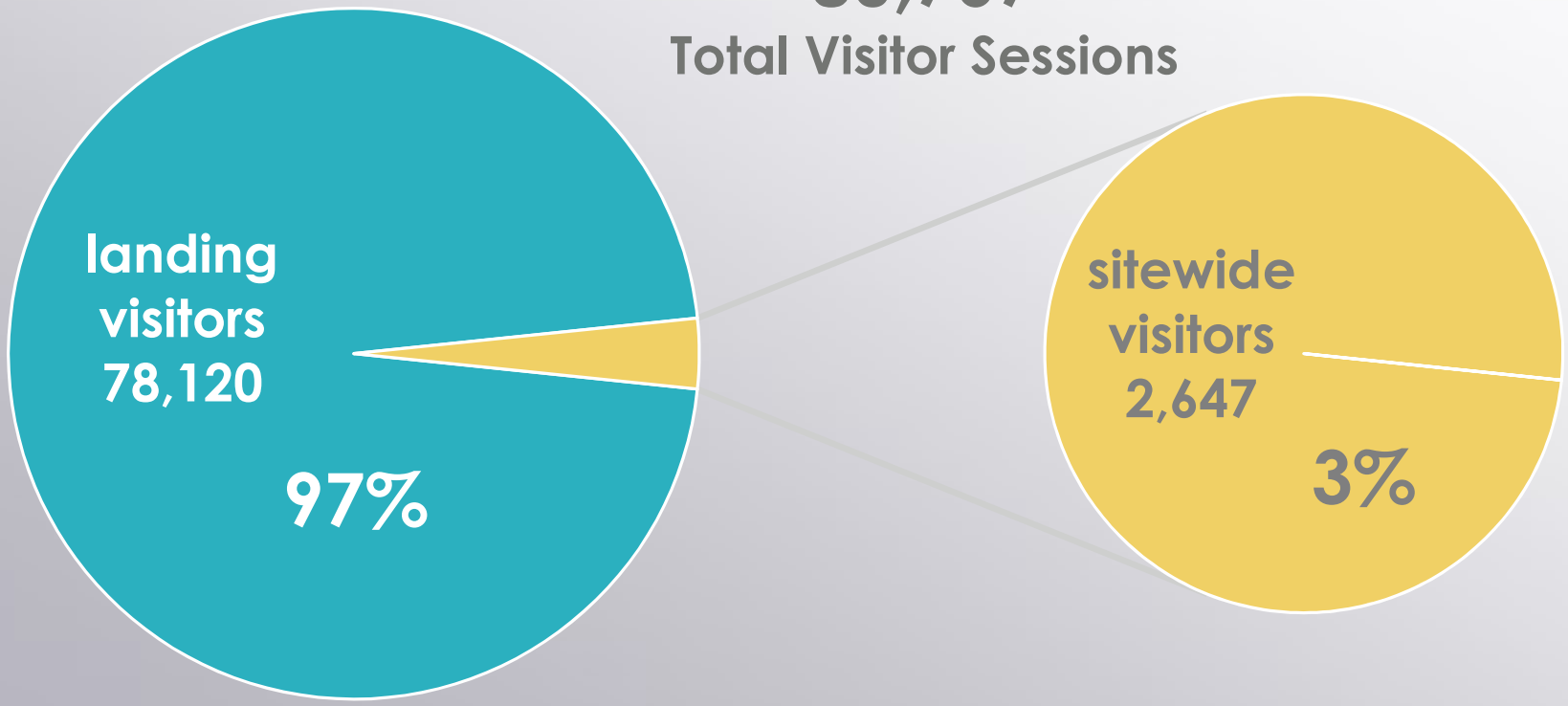
125,400
Unique Pageviews
136% increase*
the sum of Elections webpages counted as first displayed

152,500
Pageviews
134% increase*
the sum of Elections webpages viewed once or multiple times

*prior month comparison

Cobb Elections Website
Visitors Breakdown
August 2020

80,767
Total Visitor Sessions



Cobb Elections Website
Top 5 Sections
August 2020

1 — VOTING
- 46,760 landing visitor sessions
- 69,450 unique pageviews
- 84,530 total pageviews

2 — CANDIDATES
- 2,350 landing visitor sessions
- 8,630 unique pageviews
- 11,880 total pageviews

3 — VOTER REGISTRATION
- 4,100 Landing visitor sessions
- 7,340 unique pageviews
- 8,290 total pageviews

4 — NEWS
- 2,360 landing visitor sessions
- 7,150 unique pagviews
- 8,270 total pageviews

5 — EMPLOYMENT
- 3,420 landing visitor sessions
- 4,630 unique pageviews
- 5,710 total pageviews

Cobb Elections Website
Top 5 Sections
August 2020

1	2	3	4	5
Absentee Voting	**Home**	**Election Day**	**Advance Voting**	**Voting**
32,020 unique views	18,210 unique views	14,230 unique views	11,900 unique views	6,370 unique views
38,350 total views	21,840 total views	17,150 total views	15,230 total views	7,870 total views

Cobb Elections Website
Most Visited
August 11, 2020

DAY

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TUESDAY

August 11th Election Day

16,920 LS

26,830 UV

32,530 Views

SECTION

Voting

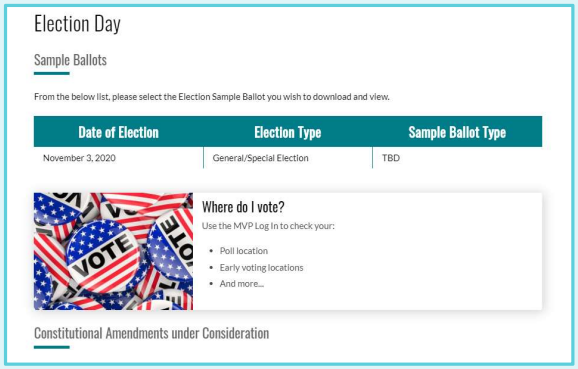
VOTING

10,110 LS

14,350 UV

17,300 Views

PAGE



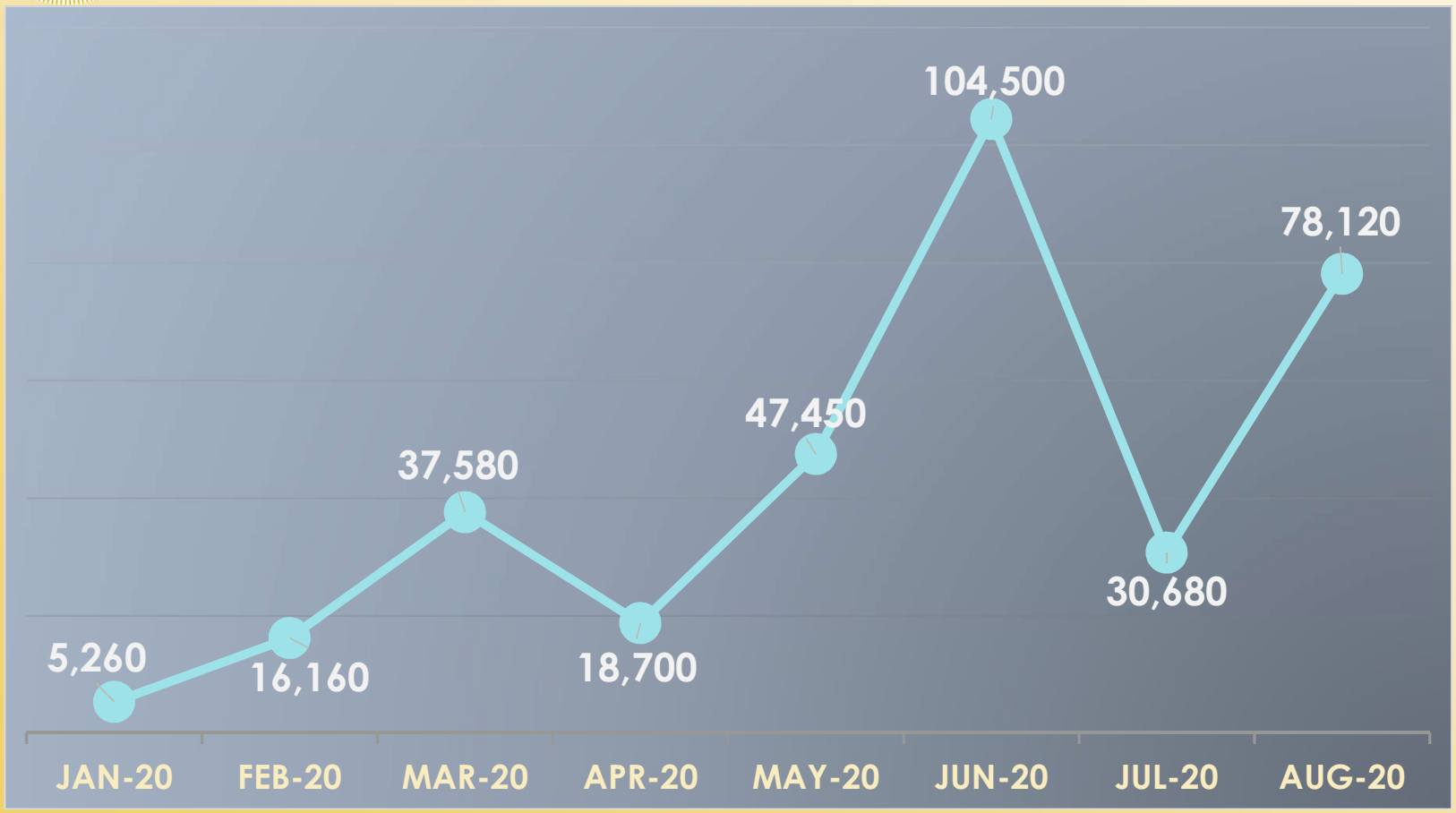
ELECTION DAY

7,620 UV

9,160 Views

Cobb Elections Website

Monthly Visitor (LS) Comparison



Cobb Elections Website
Online Forms Performance
August 2020

Poll Worker Application

1,505 submissions
140% increase*

1,204 Bitly clicks
111% increase*

100% conversion rate

Seasonal Worker Application

25 submissions
2400% increase*

73 Bitly clicks
711% increase*

34% conversion rate

Cobb Employee Poll Worker Signup

18 submissions
47% decrease*

65 Bitly clicks
7% decrease*

28% conversion rate

Poll Worker Training Acknowledgement

355 submissions

492 Bitly clicks

870 video views

41% viewed video & STA

*prior month comparison
STA = Submitted Training Acknowledgement

Cobb Elections Website

Bitly Links Performance

August 2020

CobbABRequest
link to the Cobb Absentee Ballot Application

20,318 clicks
197% increase*

GAABRequest
link to the GA Absentee Ballot Request Portal

289 clicks
Started Aug 31st

MyGAVoterPage
link to the GA My Voter Page

7,317 clicks

AVMap110820
link to the Advance Vote Wait Time Map

1,323 clicks
23% increase*

11Aug20ElecResults
link to the Election Results page

1,400 clicks

BoardMeeting
link to the E&R Board WebEx Meeting Registration

74 clicks
0% change*

PollWorkerPortal
link to the Poll Worker page

145 clicks
59% decrease*

PollTrainingCompleted
link to the PW Training Acknowledgement Form

495 clicks

*prior month comparison
- PollWorkerPortal, PollTrainingCompleted, and BoardMeeting links are publicly shared
- CobbABRequest, GAABRequest, MyGAVoterPage, 11Aug20ElecResults, and AVMap110820 links are implemented to track external tools performance